

## ABSTRACT

A driver for driving a liquid crystal display includes an input terminal that inputs input data, an output terminal that outputs output data, a bi-directional common driver equipped with a first input/output terminal and a second input/output terminal and an input/output relationship of the first input/output terminal and the second input/output terminal being reversed in accordance with a shift direction controlled by a control signal. The display also includes an input switching unit that is disposed between the input terminal and the first and the second input/output terminals of the bi-directional common driver and that selectively inputs the input data from the input terminal to one of the first input/output terminal and the second input/output terminal and an output selecting unit that is disposed between the output terminal and the first and the second input/output terminals of the bi-directional common driver and that selectively leads and outputs the output data to the output terminal. The output data is output from one of the first and the second input/output terminals and the input data is input to the other of the first and the second input/output terminals by the input switching unit.